



1610

cc: Judy  
SRM  
Roger  
B. Cook

Colin Uffindell  
Region Business Manager  
700 Bursca Dr., Ste. 705  
Bridgeville, PA 15017

February 28, 1996

**To: ROU's 1310, 1610, 1710, 1810, 2110, 6210, 6710 for Dist. to Responsible KAM's, AM's, & DM's per the Attached**

**Re: Doral Box Introduction  
B1G1F Promotion #60895**

Attached, please find information relative to the above introduction and B1G1F promotion that affect accounts located outside the Pittsburgh Region.

We have targeted several Convenient/Gas chains headquartered in the Pittsburgh Region to receive the above B1G1F promotion.

As some of these chains are being supplied by your direct accounts, we have transferred the corresponding product and displays to your respective Region levels. Based on the attached breakdown, please push product down to direct account level.

Once you receive a signed authorization from the RJR manager responsible for the chain, please assure the displays are shipped to the direct accounts and product is ordered accordingly.

If you should have any questions or need additional information, please advise.

Sincerely,

Colin Uffindell  
Colin Uffindell

Cc: ROM's, Promotion Coordinators

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## DORAL BOX B1G1F: Direc Account Allocations

DIV	ACCT	FULL NAME	# VAP Accts.	# DISP.	VAP Accounts CASES		# DISP.	Chains Only CASES		# DISP.	D/A Total CASES		Extra Displays
			FF BX		FF M BX	FF BX		FF M BX	FF BX		FF M BX		
1340	619440	STOMEL	19	0	0	0	30	2	2	30	2	2	11
1622	375878	MCLANE N.E.	98	0	0	0	105	7	7	105	7	7	7
1824	671910	J.F. WALKER	167	0	0	0	180	12	12	180	12	12	13
1834	665276	MCLANE CUMBERLAND	241	0	0	0	255	17	17	255	17	17	14
2126	699374	THOMAS & HOWARD	38	0	0	0	45	3	3	45	3	3	7
6224	576053	MCLANE M.W.	36	0	0	0	45	3	3	45	3	3	9
6732	254122	EBY BROWN	8	0	0	0	15	1	1	15	1	1	7
6737	384840	F. MCCONNELL	16	0	0	0	30	2	2	30	2	2	14
6737	456319	J.F. WALKER	35	0	0	0	45	3	3	45	3	3	10
			658	0	0	0	750	50	50	750	50	50	92

**Doral Box B1G1F - Chain Target List**  
**Direct Account Allocations by Chains (Convenience/Gas)**

	SIS #	Direct Account	Chain	# Stores	# Displays	D/A Totals
1824	671910	J. F. Walker	BP (Pitts. Dist.)	48	48	
			BP (Cleve. Dist.)	85	85	
			Peterson Shell	7	10	
			Pantry Stores	27	37	180
1622	375878	McLane NE	Country Fair	70	70	
			Corp. Dairy Mart	28	35	105
6737	384840	F. McConnell	Stop N Go	10	15	
			Gas N Oil	6	15	30
6737	456319	J. F. Walker	Con Sun	35	45	45
1834	665276	McLane Cumberland	Corp. Dairy Mart	241	255	255
6224	576053	McLane MW	Corp. Dairy Mart	36	45	45
1340	619440	Stomel	Top Star	19	30	30
6732	254122	Eby Brown	Free Enterprises	8	15	15
2126	699374	Thomas & Howard	Chico Dairy Mart	38	45	45

658      750      750

**These accounts are to be sold at chain HQ by RJR manager.**

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McLane N.E. (375878): Doral B1G1F

S/R	R/R	SIS #	Account Name	City	ST	CHAIN ID	Supp. #
173001	173025	399100	DAIRY MART #1021	CONNEAUT LAKE	PA	0205 02 00	71142
173001	173025	399087	DAIRY MART #1015	MEADVILLE	PA	0205 02 00	71092
173001	173021	221495	DAIRY MART #1103	SHARPSVILLE	PA	0205 02 00	71241
173001	173025	399123	DAIRY MART #1020	CAMBRIDGE SPRIN	PA	0205 02 00	71134
173001	173026	399122	DAIRY MART #1014	EDINBORO	PA	0205 02 00	71084
173002	173222	845264	DAIRY MART #1122	OAKDALE	PA	0205 02 00	71381
173002	173027	844877	DAIRY MART #1118	AMBRIDGE	PA	0205 02 00	71340
173002	0	335847	DAIRY MART #1119	ALQUIPPA	PA	0205 02 00	71357
173002	173222	335852	DAIRY MART #1115	ALQUIPPA	PA	0205 02 00	71316
173003	173022	221460	DAIRY MART #1111	GROVE CITY	PA	0205 02 00	71290
173004	173022	221570	DAIRY MART #1102	NEW CASTLE	PA	0205 02 00	71233
173004	173022	221615	DAIRY MART #1108	NEW CASTLE	PA	0205 02 00	71274
173004	173028	335841	DAIRY MART #1116	BEAVER FALLS	PA	0205 02 00	71324
173004	173028	844881	DAIRY MART #1117	BEAVER FALLS	PA	0205 02 00	71332
173006	173021	844036	DAIRY MART #1138	WEST MIDDLESEX	PA	0205 02 00	71514
173006	173021	221700	DAIRY MART #1107	HERMITAGE	PA	0205 02 00	71266
173006	173021	843824	DAIRY MART #1120	HERMITAGE	PA	0205 02 00	71365
173007	173020	765030	DAIRY MART #1027	ERIE	PA	0205 02 00	71183
173007	173020	478507	DAIRY MART #1003	ERIE	PA	0205 02 00	71035
173007	173020	840562	DAIRY MART #1031	ERIE	PA	0205 02 00	71191
173007	173020	398997	DAIRY MART #1017	ERIE	PA	0205 02 00	71118
173007	173020	491748	DAIRY MART #1010	ERIE	PA	0205 02 00	77453
173007	173020	399338	DAIRY MART #1025	NORTH EAST	PA	0205 02 00	71175
173206	173848	845392	DAIRY MART #1129	PLUM	PA	0205 02 00	71449
173207	173847	845270	DAIRY MART #1133	PITTSBURGH	PA	0205 02 00	71480
173207	173847	845637	DAIRY MART #1140	PITTSBURGH	PA	0205 02 00	71530
173208	173847	845525	DAIRY MART #1139	SHARPSBURG	PA	0205 02 00	71522
173208	173224	845256	DAIRY MART #1126	DUQUESNE	PA	0205 02 00	71423
162604	162628	305798	COUNTRY FAIR #80	FREDONIA	NY	1945 00 00	88807
162604	162628	399196	COUNTRY FAIR #10	WARREN	PA	1945 00 00	88104
162604	162628	398553	COUNTRY FAIR #15	DUNKIRK	NY	1945 00 00	88153
162604	162628	415814	COUNTRY FAIR #76	GERRY	NY	1945 00 00	88765
173001	173025	843818	COUNTRY FAIR #58	COCHRANTON	PA	1945 00 00	88583
173001	173025	478510	COUNTRY FAIR #45	LINESVILLE	PA	1945 00 00	88450
173001	173025	399146	COUNTRY FAIR #22	CONNEAUT LAKE	PA	1945 00 00	88229
173001	173025	399124	COUNTRY FAIR #37	SAEGERTOWN	PA	1945 00 00	88377
173001	173025	297551	COUNTRY FAIR #30	MEADVILLE	PA	1945 00 00	88302
173001	173025	399090	COUNTRY FAIR #55	MEADVILLE	PA	1945 00 00	88559
173001	173025	681631	COUNTRY FAIR #20	TITUSVILLE	PA	1945 00 00	88203
173001	173025	221369	COUNTRY FAIR #47	OIL CITY	PA	1945 00 00	88476
173001	173025	221391	COUNTRY FAIR #21	FRANKLIN	PA	1945 00 00	88211
173001	173025	175107	COUNTRY FAIR #36	SHIPPENVILLE	PA	1945 00 00	88369
173001	173021	843784	COUNTRY FAIR #34	SHARPSVILLE	PA	1945 00 00	88344
173001	173026	399091	COUNTRY FAIR #42	EDINBORO	PA	1945 00 00	88427
173003	173022	502795	COUNTRY FAIR #93	GROVE CITY	PA	1945 00 00	88930
173003	0	704478	COUNTRY FAIR #44	GROVE CITY	PA	1945 00 00	88443
173003	173022	336138	COUNTRY FAIR #57	BUTLER	PA	1945 00 00	88575
173006	173025	023296	COUNTRY FAIR #92	MERCER	PA	1945 00 00	88922
173006	173022	843859	COUNTRY FAIR #86	NEW CASTLE	PA	1945 00 00	88864
173006	173022	844058	COUNTRY FAIR #99	NEW CASTLE	PA	1945 00 00	88997
173006	173021	554691	COUNTRY FAIR #9	SHARON	PA	1945 00 00	88096
173006	173021	221018	COUNTRY FAIR #71	HUBBARD	OH	1945 00 00	88716
173007	173020	698428	COUNTRY FAIR #35	ERIE	PA	1945 00 00	88351
173007	0	704473	COUNTRY FAIR #46	MC KEAN	PA	1945 00 00	88443
173007	0	704477	COUNTRY FAIR #46	MC KEAN	PA	1945 00 00	88468

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McLane N.E. (375878): Doral B1G1F

S/R	R/R	SIS #	Account Name	City	ST	CHAIN ID	Supp. #
173007	173020	591736	COUNTRY FAIR #52	ERIE	PA	1945 00 00	88526
173007	173020	399076	COUNTRY FAIR #54	ERIE	PA	1945 00 00	88542
173007	173026	840625	COUNTRY FAIR #39	GIRARD	PA	1945 00 00	88393
173007	173026	399121	COUNTRY FAIR #13	GIRARD	PA	1945 00 00	88138
173007	173020	533285	COUNTRY FAIR #98	ERIE	PA	1945 00 00	88989
173007	173020	532396	COUNTRY FAIR #96	ERIE	PA	1945 00 00	88963
173007	173026	653511	COUNTRY FAIR #18	FAIRVIEW	PA	1945 00 00	88187
173007	173020	399287	COUNTRY FAIR #24	ERIE	PA	1945 00 00	88245
173007	173020	399117	COUNTRY FAIR #16	ERIE	PA	1945 00 00	88161
173007	173020	202391	COUNTRY FAIR #83	ERIE	PA	1945 00 00	88831
173007	173020	399149	COUNTRY FAIR #23	ERIE	PA	1945 00 00	88237
173007	173020	304674	COUNTRY FAIR #25	ERIE	PA	1945 00 00	88252
173007	173020	081901	COUNTRY FAIR #59	ERIE	PA	1945 00 00	88591
173007	173020	027380	COUNTRY FAIR #1	ERIE	PA	1945 00 00	88013
173007	173020	901192	COUNTRY FAIR #50	ERIE	PA	1945 00 00	88500
173007	173020	257138	COUNTRY FAIR #48	ERIE	PA	1945 00 00	88484
173007	173020	399311	COUNTRY FAIR #11	WESLEYVILLE	PA	1945 00 00	88112
173007	173026	424929	COUNTRY FAIR #27	ERIE	PA	1945 00 00	88278
173007	173020	478517	COUNTRY FAIR #56	ERIE	PA	1945 00 00	88567
173007	173020	591733	COUNTRY FAIR #40	ERIE	PA	1945 00 00	88401
173007	173020	532392	COUNTRY FAIR #81	ERIE	PA	1945 00 00	88815
173007	173020	399312	COUNTRY FAIR #5	ERIE	PA	1945 00 00	88054
173007	173020	535558	COUNTRY FAIR #97	ERIE	PA	1945 00 00	88971
173007	173020	128546	COUNTRY FAIR #7	BROCTON	NY	1945 00 00	88070
173007	173020	399315	COUNTRY FAIR #2	ERIE	PA	1945 00 00	88021
173007	173020	398487	COUNTRY FAIR #82	RIPLEY	NY	1945 00 00	88823
173007	173020	020331	COUNTRY FAIR #91	ERIE	PA	1945 00 00	88914
173007	173020	665290	COUNTRY FAIR #43	ERIE	PA	1945 00 00	88435
173007	173020	764553	COUNTRY FAIR #33	ERIE	PA	1945 00 00	88336
173007	173026	399141	COUNTRY FAIR #14	ERIE	PA	1945 00 00	88146
173007	173020	901191	COUNTRY FAIR #49	ERIE	PA	1945 00 00	88492
173007	173020	764587	COUNTRY FAIR #32	ERIE	PA	1945 00 00	88328
173007	173020	550049	COUNTRY FAIR #84	ERIE	PA	1945 00 00	88849
173007	173025	399011	COUNTRY FAIR #12	WATERFORD	PA	1945 00 00	88120
173007	173025	511993	COUNTRY FAIR #95	UNION CITY	PA	1945 00 00	88955
173007	173025	399214	COUNTRY FAIR #31	CORRY	PA	1945 00 00	88310
173008	173023	843730	COUNTRY FAIR #68	AUSTINTOWN	OH	1945 00 00	88682
173008	173023	843915	COUNTRY FAIR #67	MINERAL RIDGE	OH	1945 00 00	88674
173008	173023	306372	COUNTRY FAIR #94	YOUNGSTOWN	OH	1945 00 00	88948
173009	173024	048192	COUNTRY FAIR #85	WARREN	OH	1945 00 00	88856
173009	173024	220606	COUNTRY FAIR #74	WARREN	OH	1945 00 00	88740
173009	173024	416233	COUNTRY FAIR #60	NILES	OH	1945 00 00	88609
173805	173843	357356	COUNTRY FAIR #28	BROOKVILLE	PA	1945 00 00	88286

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